WHAT IS CLAIMED IS:

1. An electronic apparatus comprising:

a display unit configured to display a user interface image;

5   a setting unit configured to set a position of the display unit to be positioned to one of a first position and a second position; and

an arrangement control unit configured to control arrangement of the user interface image to be displayed

10   on the display unit based on a setting result of the setting unit.

2. The electronic apparatus according to claim 1, wherein the second position is a position to which the display unit is turned from the first position.

15   3. An electronic apparatus comprising:

an imaging unit configured to image a subject;

a display unit configured to display a composite image obtained by superposing a subject image imaged by the imaging unit and a user interface image;

20   a setting unit configured to set a position of the display unit to be viewed to one of a first position and a second position; and

an arrangement control unit configured to control arrangement of the user interface image in the

25   composite image to be displayed on the display unit based on a setting result of the setting unit.

4. The electronic apparatus according to claim 3,

wherein the second position is a position to which the
display unit is turned by almost a right angle from the
first position with a normal of the display unit used
as an axis.

5   5.   The electronic apparatus according to claim 3,
further comprising:

a touch-type input unit, an input surface of which
is superposed on a display surface of the display unit;
and

10   an input control unit configured to control an
input from the input unit based on an arrangement
result of the arrangement control unit.

6.   An electronic apparatus comprising:

an imaging unit configured to image an subject;

15   an display unit configured to display a composite
image obtained by superposing a subject image imaged by
the imaging unit and a user interface image;

a detection unit configured to detect a position
of the display unit to be viewed to one of a first
20   position and a second position; and

an arrangement control unit configured to control
arrangement of the user interface image in the
composite image to be displayed on the display unit
based on a detection result of the detection unit.

25   7.   The electronic apparatus according to claim 6,
wherein the second position is a position to which the
display unit is turned by almost a right angle from the

first position with an normal of the display unit used
as an axis.

8.   The electronic apparatus according to claim 6,
further comprising:

5   a touch-type input unit, an input surface of which
is superposed on a display surface of the display unit;
and

an input control unit configured to control an
input from the input unit based on an arrangement
10   result of the arrangement control unit.

9.   The electronic apparatus according to claim 6,
wherein the detection unit is a sensor which detects a
direction of gravity.

10.   The electronic apparatus according to claim 6,
15   wherein the detection unit is a sensor which detects a
direction of heat conduction.

11.   A display control method comprising:
imaging a subject;

displaying a composite image obtained by
20   superposing an image of the imaged subject and a user
interface image;

determining whether the composite image is to be
viewed in a first orientation or a second orientation;
and

25   controlling arrangement of the user interface
image in the composite image to be displayed based on a
result of the determining.

12. The display control method according to claim 11, wherein the second orientation is an orientation to which the display surface is turned by almost a right angle from the first orientation with a

5   normal line thereof used as an axis.

13. The display control method according to claim 11, wherein the determining is performed based on a state of a switch or an operation state of the switch.

10   14. The display control method according to claim 11, wherein the determining is performed based on an output signal of a sensor.